

## Message Text

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42

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 COME-00 TRSE-00 INT-05 CIAE-00

INR-07 NSAE-00 L-03 /029 W

----- 075268

R 121055Z SEP 75

FM AMEMBASSY YAOUNDE

TO SECSTATE WASHDC 6684

INFO AMCONSUL DOUALA BY POUCH

LIMITED OFFICIAL USE YAOUNDE 3085

E.O. 11652: N/A

TAGS: BGEN, EIND, CM

SUBJECT: ESSO WITHDRAWAL FROM CAMEROON AS POL DISTRIBUTOR

1. MR PAUL SEMTERE, AREA MANAGER FOR ESSO WEST AFRICA, AND MR. C.K. AVRAAMIDES, ESSO DIRECTOR FOR EQUATORIAL AFRICA (RESIDENT IN DOUALA), CALLED ON AMBASSADOR SEPT 10 TO INFORM HIM OF ESSO'S DECISION TO CLOSE OUT DISTRIBUTION OPERATIONS IN CAMEROON. REPS STATED THAT AFTER SEVEN YEARS OF OPERATIONS IN CAMEROON, ESSO STILL HAD NOT REACHED BREAK-EVEN POINT AND HAD LITTLE LIKELIHOOD OF DOING SO. ESSO HAD OVERESTIMATED THE MARKET, UNDERESTIMATED THE COMPETITION, AND THERE WERE SIMPLY NOT ENOUGH GOOD SITES AVAILABLE. ESSO HAD 14 SERVICE STATIONS, 4 PERCENT OF THE MARKET, AND AN INVESTMENT OF ABOUT 1.2 MILLION DOLLARS. B.P. BOUGHT OUT ESSO AND WILL TAKE OVER OPERATIONS ON SEPT 12. ESSO AND B.P. SIGNED AGREEMENT SEPT 9 AFTER ABOUT SEVEN MONTHS NEGOTIATIONS. ACCORDING TO ESSO, B.P. HAS HAD 12 PERCENT OF THE MARKET AND WILL NOW PICK UP THE ADDITIONAL 4 PERCENT. MOBIL, STILL TOPS WITH ABOUT 25 PERCENT, DID NOT RESPOND TO ESSO'S OFFER TO SELL TO THEM.

2. AFTER MEETING WITH AMBASSADOR, ESSO REPS CALLED ON MINISTER OF MINES AND POWER ELANGWE TO GIVE FORMAL NOTICE OF ESSO DECISION. ELANGWE PASSED THEM ON TO MIN OF ECONOMY AND PLAN WHERE THEY SPOKE TO A HIGH OFFICIAL, POSSIBLY VICE-MINISTER. THEY WERE GIVEN A SYMPATHETIC AND UNDERSTANDING RECEPTION AT BOTH

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MINISTRIES AND DO NOT ANTICIPATE ANY FURTHER PROBLEMS. LETTER

ENROUTE FROM AMCONSUL DOUALA GIVES MORE DETAILS.  
SPIRO

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PETROLEUM INDUSTRY, FOREIGN INVESTMENTS, NEGOTIATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** greeneet  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975YAOUND03085  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750316-0832  
**From:** YAOUNDE  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750955/aaaabxq.tel  
**Line Count:** 63  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION AF  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 21 AUG 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <21 AUG 2003 by BoyleJA>; APPROVED <09 DEC 2003 by greeneet>  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ESSO WITHDRAWAL FROM CAMEROON AS POL DISTRIBUTOR  
**TAGS:** BGEN, EIND, CM, ESSO, (SEMTERE, PAUL), (AURAAMIDES, C K)  
**To:** STATE  
**Type:** TE  
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